To: All Andy K's store Managers (CID - 4084-00-00)

From: Andy Kerstein

Subject: R.J.Reynolds Tobacco Company, Salem pack promotion

Dear store managers:

Your local R.J.Reynolds Sales Representatives are authorized to place 650 25 cents off pack stickers on all Salem brand styles, beginning week of 2/13/95.

Important: insure the quantity of stickers placed on packs do not exceed 650 packs

A large counter pack display with advertising cards will be used to display this promotion.

Reimbursement for this promotion will be paid at headquarters.

If you have any questions, call me.

Authorized by: [signature] Title: President Date: 2/3/95

51849 8576

Source: https://www.industrydocuments.ucsf.edu/docs/kfwy0000

Please secure signatures of Store Managers to verify placement of 650 25¢-off-a-pack non-paid vpr stickers (all SALEM brand styles), return to J. T. Jones.

	# OF VPR STICKERS PLACED	DATE PLACED	MANAGERS SIGNATURE
Andy K's 75 Oakhill Road Middletown, NJ 123014			
Andy K's 160 1st Avenue Atlantic Highlands, NJ 123014			
Andy K's 1160 Ocean Avenue Sea Bright, NJ 123014			
Andy K's 217 Clarksville Road West Windsor, NJ 123016			
Andy K's 1 South Main Street Marlboro, NJ 133418			

51849 8577

Source: https://www.industrydocuments.ucsf.edu/docs/kfwy0000